

## ABSTRACT

The present invention provides systems for and methods providing a user in a commercial establishment with personalized information, which can include a personalized shopping list, targeted advertisements, health information, nutritional information, promotional offers, offers on sale items,

5 offers on discounted items, manufacturer's coupons, storewide coupons, information on user specific favorite items, and information on user specific staple items. Also disclosed is a device for and method of providing the precise location of a user in a commercial facility comprising a signal receiver and position calculating system that uses one of biangulation and

10 triangulation techniques. Also disclosed, is a system for and method of providing a user in a commercial establishment with personalized information, which can include targeted advertisements, health information, nutritional information, promotional offers, offers on sale items, offers on discounted items, manufacturer's coupons, storewide coupons, information

15 on user specific favorite items, and information on user specific staple items using the user's precise location with respect to items for purchase in the user's immediate vicinity.